

# How to write a successful blog

Writing a blog does not have to be scary. Here I outline everything you need to know to write and structure your first piece. If you follow the pointers in this guide you will soon be able to write an interesting blog which will be useful to your reader and equally beneficial to your business.

## Audience – who is going to read my blog?

Before you put pen to paper, or fingers on your keyboard, make sure you have a clear idea of the audience for your blog. Be as specific as you can be. Don't try and write for 'everybody' as that is too woolly and is likely to end up with your piece being of interest to nobody. Hone in on one particular person or type of customer.

Are you aiming it at the lone businessman; the harassed mum; a teenager; a newly married man; a single woman? Picture this person sitting opposite you and write as if you were having a conversation with them.

## Content – what should I write about?

The content of your blog should be

- Something you are passionate about
- Something that you are knowledgeable about
- Helpful to the reader

During the current period of self-isolation, many businesses are not able to trade in the usual way. Likewise many of your customers will be at home, unsure of whether you are still in business and how they can access your products and services.

Everyone is craving more content than ever – particularly helpful and/or cheerful content that takes their mind off the depressing news stories that are dominating the media.

If you are unable to serve your customers in the usual way, maintain a relationship with them by serving up interesting and useful content. Think laterally. The topics you write about don't have to be directly related to your business. Share hints and tips for coping with life in isolation. Write about your experience of being home with the family.

Think about the questions that customers regularly ask you and write about the answers.

Consider all your skills, knowledge and experience and write a list of all the topics you could write about and then choose the ones that get you excited.

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## Structure – what should I cover?

A blog, like an essay or a novel, needs to have an introduction, a middle and an end.

The introduction should give your reader an idea of what the blog is about, what you are going to cover and what is in it for them - what the benefit will be once they have read it e.g. they will be able to achieve xyz.

The middle section of your blog is the meaty bit. Have three main points that you are going to cover and go through each one clearly.

You should then bring everything together in a neat conclusion and most importantly add a call to action. This could be asking your reader to do something – like here I want you all to go and write a blog as a result of reading this guide – or it could be getting them to visit your website or sign-up for a course.

## Headline – how do I get their attention?

Having an interesting and eye-catching headline helps your blog stand out in a crowded social media feed. It also helps with search engine optimisation but more of that later.

It is worth spending some time trying to come up with the best combination of words that is going to entice someone to read your piece.

A good tip is to leave writing your headline until you have finished your blog. That way you don't get distracted by worrying about the headline and once you have the completed blog, the best headline may be more obvious.





There are several tools on the market that can help generate headlines and others that give you feedback on the strength of your headline. Try [Headline Analyzer](#). Below you can see the score I got for this article.

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### Word Balance

An analysis of the overall structure, grammar, and readability of your headline.

	<b>COMMON</b> a, how, to,	17%
	<b>UNCOMMON</b> Increase the number of uncommon words in your headline to improve your headline.	0%
	<b>EMOTIONAL</b> how to, successful,	33%
	<b>POWER</b> successful,	17%

### Visuals – should I include pictures?

Including visuals, photos, diagrams and charts helps to break up chunks of text and keep your blog interesting.

### Length – how many words should I write?

Blogs are called long-form content which just means that they are longer pieces of writing than the average social media post. Achieving a particular word count should not put you off writing a blog. Your piece should be as long as it takes to get across your information and no longer.

500 words is ideal, as a piece that length is recognized by search engines like Google as new content on your website. I have seen extremely long blogs but when you are starting out you want to keep your readers interest and if you waffle on for pages then you are going to do more harm than good!

Try and write concisely. If you follow the structure of having three main points, then you should be able to put across your message with ease.

### Search engine optimisation (SEO)

As mentioned earlier, having a blog on your website helps with SEO. Google and other search engines want you to have new and relevant content on your site. Once you have written your blog, you want people to be able to find it. Make sure you include keywords that are important to your customers/readers. Keywords are the terms that people use to search for information.

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There are online tools that can help you work out what keywords you should be including but if you know your customers, you will most likely know what they are.

Think about the questions they ask you, in my case:

- What is a copywriter?
- How do you become a copywriter?
- What qualifications do you need to be a copywriter?
- Do you write content for websites?

If I include those phrases in my blog, then they are all relevant keywords.

### Next steps – what do I do now?

Congratulations! You now know everything you need to write your first blog. Once you have written it and posted it on your website, that isn't quite the end.

Now you need to tell people about it. Put out posts on your usual social media channels with a link to your blogpost and encourage people to read it. Give them a clear reason why they should.

Remember, people always want to know – What is in it for me?

Having started a blog, you need to keep up the habit. A monthly blog is ideal as that doesn't put you under too much pressure to find regular content.

I advise writing three or four blogposts up front before you publish your first one. That way you know you have a ready-made supply of content to roll out.

Once you have got into the rhythm of posting monthly you can track your success. You will see which posts engage your audience and which ones were less successful. This helps you to adapt your content accordingly.

Now you know how to write and structure your blog, you really have no more excuses. I look forward to reading what you come up with.

Happy blogging!

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## Additional resources

For daily writing hints and tips join my Facebook Group, [Write with me](#).

To read more articles about communication visit <https://www.jpwritingservices.co.uk/blog-news-communications-advice-consultancy-writing/>

If you are looking for further guidance on how to improve your business writing, check out my nine-step guide which will help you hone your skills.

<https://www.jpwritingservices.co.uk/product/nine-steps-to-improve-your-writing-and-take-your-customers-from-so-what-to-so-where-do-i-sign-up/>

And if you are convinced of the benefits of having a blog but would like to leave it to an expert to write it, sign up for one of my blog writing packages.

<https://www.jpwritingservices.co.uk/product/ready-made-content-for-six-blog-post/>

## Contact details

Website: [www.jpwritingservices.co.uk](http://www.jpwritingservices.co.uk)

Telephone: 07596 719 763

Email: [joanne@jpwritingservices.co.uk](mailto:joanne@jpwritingservices.co.uk)

